

Wethersfield Tourism Commission Meeting Minutes

Tuesday March 26, 2013 5:00 pm

Town Hall, Town Manager's Conference Room

- 1) Call to Order Call to Order – Chair Traczyk called the meeting to order at 5:15 p.m.
- 2) Roll call (5 members required for quorum)

	Present	Absent	Excused
Chris Traczyk, Chair	x		
Katie Sullivan, Vice Chair	x		
Charlie Forsdick			x
Elaine St. Onge	x		
Charles Ford	x		
Shireen Aforismo	x		
Dorcas McHugh		x	
Ellen Spratlin			x
Cynthia Riccio		x	
Carol Hall (alternate)			x
Jenna Delay (alternate)		x	

Also present: Peter Gillespie, Town Planner/Economic Development Manager.

- 3) Approval of Minutes – February 2013 – Elaine St. Onge motioned to approve the minutes, Shireen Aforismo seconded the motion and all members present voted in favor.
- 4) Open issues (Old Business)
 - a) Updates
 - i) Rack and Postcard Design – Peter Gillespie reported that final design is nearing completion for anticipated April printing.
 - ii) Wayfinding Signage Program – Waiting for winter weather to clear before install begins in next few weeks.
 - iii) Vibrant Communities Initiative Grant – Masonic Building/Comstock Ferre properties - Mr. Gillespie reported on workshop held on February 28. Steering committee plans to meet again on Friday April 5 to hear preliminary recommendations.
 - iv) Main Street Investment Fund Grant – Waiting for spring time decision from DECD.
 - v) Wethersfield Heritage Trail – Additional Grant Opportunities – Mr. Gillespie reported that the Hartford Foundation For Public Giving is willing to accept a

planning grant application directly from the Town, Mr. Gillespie will file application in the next week or so.

- vi) Website Redesign and Update – Chair Traczyk reported that all of the present website content have been moved to the new website files, Jesse Smith is working on any required edits. Elaine St. onge had comments regarding WHS links needing update. Website will go live in next few weeks.

5) New Business

- a) Budget 2013/2014 – Mr. Gillespie reported that he submitted the budget request and the Town Manager made the following changes which have been submitted to Town Council. At this time the budget includes:

750	GHCVB membership
2500	Ad design
3500	Ads
3500	Website
500	Photo Contest
6000	Brochure Distribution
0	Street Banner
0	<u>Carriage/Trolley</u>
\$16,750	Total

6) Reports – Affiliate Commissions/Organizations

- a) Economic Development & Improvement Commission – No report
- b) Central CT Culture & Tourism – K Sullivan – Regional Tourism District will no longer exist as of July 1. More information to follow.
- c) Greater Hartford Convention & Visitors – No report
- d) OW Shopkeepers – C. Ford – No report
- e) WHS – Taste of Wethersfield April 13.
- f) WDS – K. Sullivan - No report.

- 7) Other Business – Shireen Aforismo reported on the March 22 State Tourism update held in Rocky Hill.

- 8) Adjournment – Chair Traczyk adjourned the meeting at 5:25p.m.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager

